

## **LISTING OF CLAIMS**

Claim 1 (presently amended): A rotary-type knife blade apparatus comprising:

- (a) a knife roller;
- (b) a cooperating anvil roller having an anvil on its periphery against which a traveling web of material is cut, said knife roller and said anvil roller being rotatable about parallel longitudinal axes in timed relationship to the travel of the traveling material therebetween;
- (c) at least one knife carrying unit mounted on the periphery of said knife roller, said knife carrying unit comprising:
  - (1) a knife holder;
  - (2) at least one shaped slot formed in the radially outwardly presented surface of said knife holder, said shaped slot having a **circumferentially extending** component **that extends circumferentially such that said shaped slot traverses a non-linear path on said knife roller periphery**; and
  - (3) at least one shaped cutting knife capable of being carried within said shaped slot of said knife holder and having at least one radially outwardly presented cutting edge for engagement with said anvil to cut the traveling web material,

wherein said knife holder is formed of a resilient elastomeric material having sufficient resiliency to accommodate radial **and circumferential** force imposed upon said knife blade, **and wherein said knife carrying unit is movable around the circumference of said knife roller.**

Claim 2 (canceled).

Claim 3 (previously presented): The apparatus of claim 1, wherein said shaped knife conforms radially and circumferentially to said knife roller.

Claim 4 (canceled):

Claim 5 (previously presented): The apparatus of claim 1, wherein said knife holder is formed of a resilient elastomeric material having a Shore D hardness of about 70-80.

Claim 6 (previously presented): The apparatus of claim 1, wherein said knife holder comprises a urethane polymer.

Claims 7-9 (canceled).

Claim 10 (original): The apparatus of claim 1, wherein said cutting edge is uneven.

Claim 11 (original): The apparatus of claim 1, wherein said knife blade is made of steel.

Claim 12 (original): The apparatus of claim 1, wherein at least one shaped cutting knife is configured to cut a contoured edge into the traveling web material.

Claim 13 (original): The method of claim 1, wherein at least one shaped cutting knife is configured to cut patterns into the traveling web material.

Claim 14 (original): The apparatus of claim 1 wherein, said traveling web material is formed of a material selected from the group consisting of paper, foil, and plastic.

Claim 15 (original): The apparatus of claim 1, wherein said traveling web material is a combined layer of at least two materials.

Claim 16 (canceled).

Claim 17 (presently amended): In a rotary-type papercutting apparatus having a knife roller, a cooperating anvil roller against which the paper is cut, and a knife holder formed of a resilient elastomeric material, the improvement which comprises:

- (a) at least one knife carrying unit mounted on the periphery of said knife roller, said knife carrying unit comprising:
  - (1) a knife holder formed of a resilient elastomeric material with sufficient resiliency to accommodate at least one directional force;
  - (2) at least one shaped slot formed in the radially outwardly presented surface of said knife holder, said shaped slot having a ~~circumferentially extending~~ component that extends circumferentially such that said shaped slot traverses a non-linear path on said knife roller periphery;
  - (3) at least one shaped cutting knife capable of being carried within said shaped slot of said knife holder and having at least one radially outwardly presented cutting edge for engagement with said anvil to cut the paper, said shaped or curved knife capable of conforming to the contour of the knife roller; and
- (b) a retention mechanism for retaining said knife holder on the periphery of said knife roller comprising at least one retaining member and a fastener passing through said retaining member and into receptacles

within said knife roller, wherein said knife carrying unit is movable around the circumference of said knife roller.

Claims 18-20 (canceled).

Claim 21 (new): The apparatus of claim 1, wherein said shaped cutting knife is capable of making a curved cut on said web material.

Claim 22 (new): The apparatus of claim 1, wherein said shaped cutting knife is capable of making an arcuately shaped cut on said web material.

Claim 23 (new): The apparatus of claim 1, wherein said shaped cutting knife is capable of making a geometrically shaped cut on said web material.

Claim 24 (new): The apparatus of claim 23, wherein said geometric shape is capable of making a circular cut on said web material.

Claim 25 (new): The apparatus of claim 23, wherein said geometric shape is capable of making an oval cut on said web material.

Claim 26 (new): The apparatus of claim 23, wherein said geometric shape is capable of making a heart shaped cut on said web material.

Claim 27 (new): The apparatus of claim 23, wherein said geometric shape is capable of making a star shaped cut on said web material.